

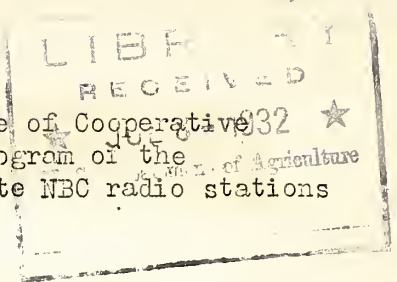
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FARM WOMEN ADD TO THE FAMILY INCOME

A radio talk by Mrs. Ola Powell Malcolm, Office of Cooperative Extension Work; broadcast in the Land Grant College program of the National Farm and Home Hour by a network of 49 associate NBC radio stations Wednesday, May 18, 1932.



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Hello, Everybody.

I am going to give you some facts today that in themselves constitute a tribute to the farm women and girls who are working so admirably as demonstrators and cooperators in the drive for a healthful farm-grown living.

In spite of hard times and greatly reduced cash incomes extension records show that more than 874,000 farm women and girls with the help of home demonstration agents have developed new sources of income and enlarged old ones to provide necessities and comforts for farm families and have made country homes better places in which to live. Each farm home represents a market for \$610 worth of food per year, of which \$547 worth can easily be produced at home from 1/4 acre garden, 1/2 acre orchard, 2 milk cows, 60 pullets, and a few meat animals.

Thousands of well-stocked pantries have added substantially to the family income by cutting living costs. For example, 55 members of one home demonstration club reported that their families had to spend an average of only \$4.86 for food during February this year. One of the women in this group spent \$1.55 for the groceries she had to buy to feed her family of three for one month. Another reported that \$3.50 fed her family of 6 for a month. One woman commented that when \$1 a week pays the grocery bill, it isn't hard to sell enough eggs and butter, even at low prices, to make a living.

Farm women have shown keener interest than ever in marketing the farm home surplus. Many of you probably have gathered that fact, from the talks given by farm homemakers and agents from West Virginia, Kentucky, South Carolina, and Virginia in recent Land Grant College programs. Efforts made to standardize home-made products and establish various types of marketing enterprises have been well worth while.

Some of you may think the returns small. But in reality these returns represented the cash that covered important family needs. Perhaps the money paid the interest on the mortgage; the taxes; the year's grocery bill; kept a boy or girl in college; bought school books; or clothed the family for a year. Many of the families could not have provided for such items in any other way.

So even small returns from marketing home products were vital to the individual families. And the returns do not look so small when you total them up by counties and States. One home demonstration agent in Oklahoma reported total sales in a farm women's market amounting to \$14,225;

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women in several counties cleared from \$4,000 to \$6,000. Reports show 39 home demonstration markets in North Carolina doing a business of \$236,517. In Alabama, 29,288 farm women and girls last year contributed to their family incomes a total of two and three-quarter million dollars.

Compiled reports from 46 Alabama counties employing home demonstration agents show that according to a conservative estimate each agent has brought to the county in which she works an actual return of \$50,000.

Well, I've given you so many statistics that I'll not have much time to tell you how the methods of standardizing home products have improved since I talked with you two years ago. Take the matter of rug-making. It really is becoming a home industry under the guidance of extension agents in some States. I heard that farm women in 40 counties in Texas filled a rush order for 100 hooked rugs made of wool. These rugs were advertised for a special Christmas sale in a large department store. Repeat orders have since been filled and a reputation for high quality products established that will doubtless bring opportunities for future sales.

With the aid of some demonstration agents, farm women also are standardizing many different food products. The dining car services of some of the large railroad systems are buying superior quality canned chicken, bottled fruit juices, sunshine marmalades, and other special food products from home demonstration club women. Even with this increased interest in producing and conserving the family living, and of turning manufacturer and retailer in order to bring in cash for family needs, farm women firmly believe that cherry living rooms, convenient kitchens, beautiful yards, and becoming clothes are as much a part of living at home as an ample food supply.

As I said in the beginning, the past year's record of home demonstration work constitutes a tribute to the farm homemakers of America.